

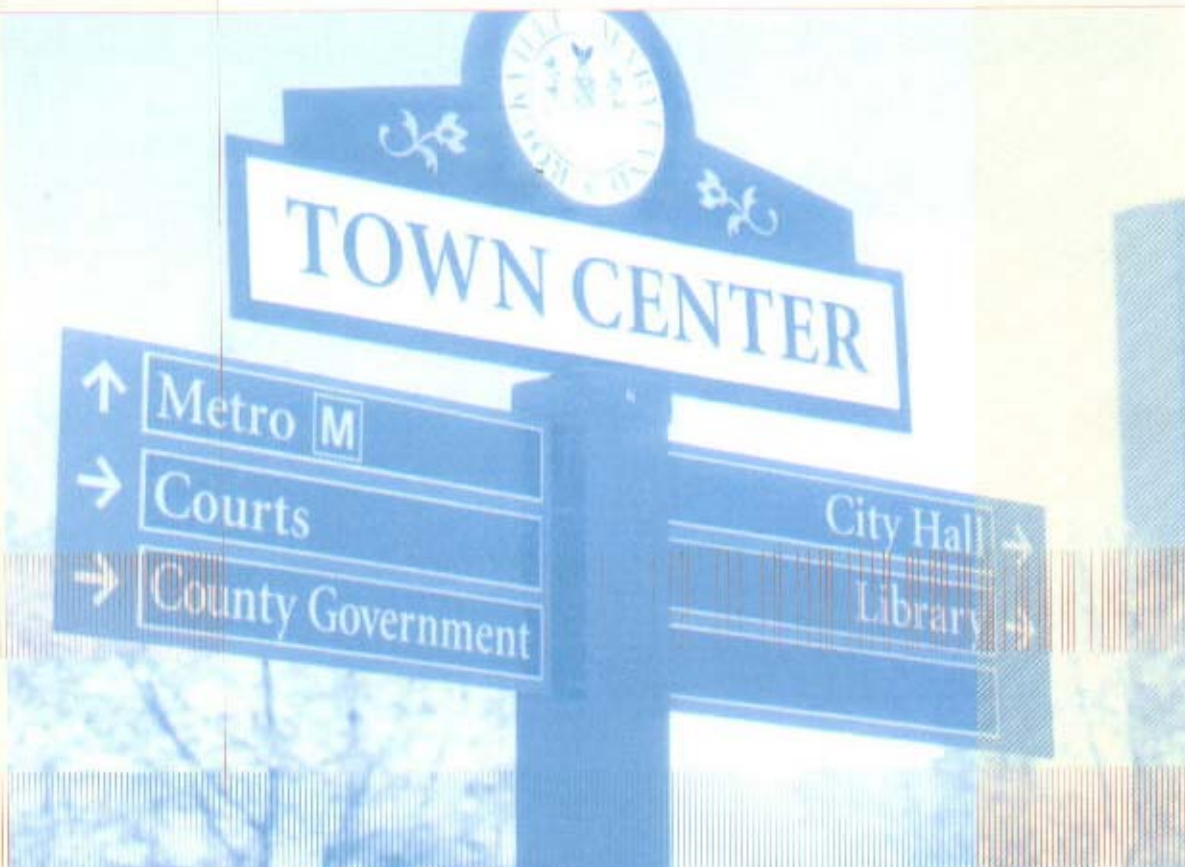
**Gallagher & Associates**

GATEWAY AND WAYFINDING PROGRAM  
**PROPOSAL**

City of Takoma Park

RFP 04-5400-01

APRIL 12, 2004



## Gallagher & Associates

April 12, 2004

Mr. Cordell Meyers  
Procurement Officer  
City of Takoma Park  
7500 Maple Avenue  
Takoma Park, Maryland 20912

**Re: The City of Takoma Park  
Design and Engineering Services for Gateway and Wayfinding Program  
RFP# 04-5400-01**

Dear Mr. Cordell:

On behalf of Gallagher & Associates, I am pleased to submit our credentials and cost proposal for the Design and Engineering Services for Gateway and Wayfinding Program for the City of Takoma Park. Our experience in planning and designing comprehensive wayfinding systems is both extensive and unique. We are confident that we can develop a successfully integrated signage program for the City that will not only address the needs of the community stakeholders, visitors and citizens, but it will also create an innovative design solution.

Gallagher & Associates brings a professional design staff of over 40 people, with experience in developing signage programs and environmental graphics in the metropolitan area and nationally. Our firm has been involved in a broad range of projects including such clients as historic Jamestown Settlement, the City of Montgomery, Alabama, and the Old City of San Juan, Puerto Rico. Our team designed and developed both the City of Rockville urban graphics program and the Silver Spring CBD graphics system. Our goal is to design effective, attractive and flexible systems that strive to create a unified and distinct image for each project, while addressing the functional and accessible issues for the public. We have included other related project examples for your review.

The collaborative relationship between the design team and the City's team is critical to the overall performance on a project like this. It is important to work with the City and its Council and understand the community needs and desires. Throughout the first phases of the development process, input from the various groups that may use the signage program will be needed and engaging.

Gallagher & Associates has a vested interest in success of the sign program for the City. Our firm is based in Montgomery County, the firms principals reside in the County and approximately half of our employees live here. We are committed to the growth, development, and enhancements to the future of the County and its residents. I personally have been a resident of the City for the last fourteen years and am committed in heightening the goals, image and development of the City. The sign program is an integral part of these goals and could become the most visual component in the City that will provide an enjoyable, safe, and accessible tool for both the residents and visitors.

## Gallagher & Associates

*Mr. Cordell Meyers*

*April 12, 2004*

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As a principal of Gallagher & Associates, I will lead the design team to fulfill the mission, goals, and desires of the program. The other designers that will participate on the development of the signage program have over twenty years experience in developing environmental graphics and signage programs and looks forward to creating a comprehensive signage program for the City of Takoma Park.

As required, our proposal and fee schedule will remain in effect for 90 days after the proposal due date. Thank you for this opportunity and Gallagher & Associates looks forward to participate in developing a new and visible image for the City of Takoma Park.

Sincerely,

A handwritten signature in blue ink, appearing to read 'T. Healy', is written over a horizontal line.

Terence Healy

Principal

th@gallagherdesign.com



# Gallagher & Associates

## FIRM PROFILE

Gallagher & Associates is a professional design services firm serving clients in the United States and abroad. Our in-house teams combine multiple disciplines to create innovative and effective visitor experiences through Environmental Graphics and Wayfinding, Corporate Identity and Print, and Museum Master Planning and Exhibition Design.

Our accomplishments include a wide spectrum of private and public sector comprehensive graphics packages for hospitals, universities, corporate headquarters, mixed-use developments, office buildings, hotels, retail/entertainment centers, sports complexes, museums and graphics master plans for municipalities. Clients value not only the conceptual design skills of our company, but also our attention to the fulfillment of their goals and missions. This breadth of experience further enriches the creative process, with insights from one project informing and enhancing the next.

A multi-disciplinary team remains dedicated to each project from inception to completion. Our teams can include graphic designers, communications specialists, exhibit designers, 3-D modelers, and CAD designers, all on staff and directed by our professional project management team. Paramount to Gallagher & Associates' approach is the direct involvement of a principal of the company over the entire project timeline. Our firm is renowned for the creative and organizational talents of the founders. Clients expect to have direct access to this rich pool of skills and that is what we deliver through the participation of our principals in each project.

In addition to the talents of our principals and professional staff, there are several key factors that make our projects successful. The first is strict schedule maintenance. To Gallagher & Associates, deadlines are mandates. Schedule maintenance is the result of effective communication providing the client with confidence through each phase of the project and pointing the whole team toward a clearly defined goal.

*Depth of experience. Multi-disciplinary expression. Exceptional quality. Creative confidence. Precise management. Uncommon visitor focus.* These are the qualities that drive the cohesive design services of Gallagher & Associates. In an industry where design firms continually strive to meet new standards, we are continually setting them.

## Gallagher & Associates

Silver Spring, Maryland

### Downtown Silver Spring

This Washington, D.C., suburb is being transformed into a major town center, with an exciting new array of retail, dining, and entertainment facilities. One major component of this revitalization is the signage system developed by the design team to define, enliven, and create a strong sense of place for the downtown area. For visitors, the system identifies and provides directions to key attractions and parking facilities. For residents, the signs promote community pride and an ongoing awareness of the economic and cultural growth that is taking place.





Rockville, Maryland

## Rockville Town Center

Rockville's town center is a six-block historic and business district within the larger limits of this sprawling suburb of Washington, D.C. The town needed an urban graphics system to define the borders of the downtown district, create a sense of place, and attract businesses and visitors. The design team created a signage system that uses the city seal as a prominent element. It includes maps, other orientation aids, and directional signs for pedestrians, motorists, and public transportation users.





## PROJECT APPROACH/SCOPE OF WORK

### Project Overview

The scope of this project will include the design, development and documentation of a Comprehensive Wayfinding System and Signage Master Plan for the City of Takoma Park, Maryland, located in Montgomery County. Gallagher & Associates will work in collaboration with the City's Façade Advisory Board and the City to develop a gateway and directional sign programs for the City and its sub-districts. The program will be designed as an integral component of the City's streetscape and it will reflect and strengthen the local heritage and unique character of Takoma Park.

The first priority will be to address the core needs. Greeting the visitor at the entrance of the domain at primary, secondary and tertiary entrances of the City and identifying the community and the domains of the highest importance. There are main thoroughfares that extend through the City that are heavily trafficked that need City identification so that those travelers realize that Takoma Park is a place and is recognized as a community that has unique qualities.

A wayfinding system, both vehicular and pedestrian that directs residents and visitors to the primary and secondary districts, addressing destinations, parks, and public facilities is very important, not only for wayfinding and facilitating the audiences, but also reinforcing the core image of the city and its characteristics. This program will be important in creating a true sense of place for all areas in the City and will include all of its neighborhoods and diversity of its residents.

At this point, we can highlight two primary districts, Historic Old Town that is conceptually attached to the Metro and the historic residential district and the International Corridor that surrounds the Takoma-Langley Crossroads. Other districts that may be highlighted based on the community, facilities and services, and prominence may be the City Government area, the College/Hospital area, Takoma Junction, and the Flower Village area. The residential area east of New Hampshire Avenue is another area in the City that needs to identify as part of the City.

A well-designed, flexible system must strive to create a unified and distinct image to reinforce the overall character of the City of Takoma Park, while addressing the unique characteristics of each of the districts. This "network" of elements will inform the visitor, while enhancing the domain at innovative focal points in the community. The design will incorporate a "brand identity" for the City that will begin to set the overall tone for the project and it will be seen prominently on all signage throughout the surrounding areas.

The plan will include sign location plans, message schedules, and identification of all required sign types including informational and directional signage. The identification of the primary amenities, buildings and parking within the urban core, as well as destinations in the surrounding districts, is an important part of the process. The signage system will link all of these areas together, delivering wayfinding messages in an integrated and seamless manner. Our goal will be to design signage elements that are easily readable, consistent and user-friendly for visitors and residents alike, whether they travel by foot, bike or vehicle.

## PROJECT APPROACH/SCOPE OF WORK

The wayfinding program will benefit the City of Takoma Park in the following ways:

- Help people to quickly identify facilities such as parking lots, restrooms, etc.
- Direct visitors to City districts such as historic, residential, commercial, etc and accentuate the uniqueness of these sub-districts with a subtle signature such as a color of sign post and icon or cultural banner identifying the area
- Improve impressions and identity of the City and districts with cultural banners, unified street sign post design, coordinated locations of signage to improve the sense of place.

Takoma Park projects a distinct image in the metropolitan area. The unique quality's of Takoma Park is its diversity and progressive attitude toward the environment, tolerance and inclusiveness. The residents of the City are proud of its community involvement, green space and parks, historic architecture, and eclectic personality. It is also a place diverse culture, challenging business districts, traffic and parking congestion, and smart growth policies. The signage program and the planning to develop the system needs to unite these geographic and diverse areas, help bring order and solutions to these challenges, and capture the enticing image of the City.

The future development near the Metro, though not in the City itself is the perfect example for the urban growth that is taking place now and in the future. Capturing the new residents and the visitors and identifying the City more aggressively will be important for the commercial growth of our businesses, a unique sense of place that will heighten the City image and uniqueness to the metropolitan area, and bring pride to the residents.

## Scope of Work

The scope of this project will include the development of a comprehensive signage program for the City of Takoma Park. Gallagher & Associates will work in collaboration with the City, the Façade Advisory Board, State and County representatives to design a new gateway and wayfinding plan that integrates with the established Master Plan and development for the City. The Sign Plan will include sign location plans, message schedules, and identification of all required sign types including identification, informational, directional, and regulatory signage.

The identification of the primary amenities and destinations within the City, as well as recreation and sites, is an integral part of the process. The signage system will link all of these areas together. Wayfinding messages will be delivered in an integrated and seamless manner, utilizing signage elements which are easily readable, consistent and user-friendly for all visitors.



## **PROJECT APPROACH/SCOPE OF WORK**

Specifically, our work will address the following **Comprehensive Signage Program**. The signage package has been grouped by category for the purposes of this proposal:

1. Vehicular Directionals
  - Primary Directionals
  - Secondary Directionals
  - Public Parking Signage (To designated parking areas)
  - Street Markers
2. Pedestrian Directionals
  - Directories
  - Primary Directionals
  - Secondary Directionals
  - Pedestrian Orientation Sign with "You are Here" Map Signage
3. Main Gateway/Portal Identity Signage
4. Destination Identification
  - Public Parking Facilities
  - Parks and Recreation Areas
  - Municipal Facilities
5. Pageantry

## **Scope of Services**

### **Phase 1: Data Collection & Situation Analysis**

*Meetings: 3 meetings/presentations*

In this information gathering phase, we will review data provided by the City to assess specialized needs and to attain a full understanding of the project and its planned development. We will also meet with related officials and community groups, including necessary City, state and county staff to review documents produced by the various firms involved with the project and planning for the City.

## PROJECT APPROACH/SCOPE OF WORK

Gallagher & Associates will look at traffic flows and related wayfinding issues throughout the site. A preliminary location plan will be developed, indicating key decision-making points. The design team will identify any challenges facing the sign program for the City and begin to address solutions for these challenges.

Gallagher & Associates will consult with the Project Work Group and make recommendations gateway/wayfinding methodology and definitions and functional requirements for the sign types. The design team will also make recommendations on the criteria and its use for destination selection, access routes to be supported by the sign program, and terminology for the different areas, districts, and destinations within the City.

Working with you, schedule objectives will be evaluated and a project timeline will be established. We will also work with you to analyze the construction schedule, determining the proper phasing for the signage program.

Gallagher & Associates will outline a rough cost for the sign program and its related maintenance program.

### *Deliverables*

- *Preliminary Sign Location Plan*
- *Preliminary Project Schedule*
- *Preliminary Project Budget*
- *Data Collection and situation Analysis (6 quantity)*

## Phase 2: System Design Development

*Meetings: 4 meetings/presentations*

The Schematic Design phase of the project is the initial concepting stage of the process. Preliminary concepts will be developed for the sign types, based on the key factors identified during the Programming phase.

The design team will visit the location sites and conduct fieldwork for assessing the potential sign locations and site conditions.

Presentation drawings and color studies will be produced, clearly illustrating the various components of the signage program, and illustrating the recommended typeface, color family, the message layout, materials, mounting techniques, and general overall appearance of the sign types. The presentation drawings will be revised based on the comments from the City council and community meeting.



## PROJECT APPROACH/SCOPE OF WORK

These drawings will be used for presentations to the Project Work Group, City Council, and community groups for review and evaluation. This presentation can be in the form of a power point presentation in consideration of the size of the presentation and the actual presentation area. If necessary, limited full-size mock-ups can be developed for the presentation.

In order to determine sign placement and quantities, a location plan and message schedule will be developed for review. The location plan will illustrate the exact location for installation of the sign types. The design team will develop a message schedule for review and approval by the Project Work Group.

Considerations of prevailing handicapped and other applicable codes will be addressed in this phase. The design team will coordinate with the City, County, State, and WMATA staff to gain necessary approvals and permits with regards to the sign program.

The schedule will be finalized. The design team and the Project Working Group will analyze the construction schedule, determining the proper phasing for the signage program.

Gallagher & Associates will refine the cost for the sign program and its related maintenance program. This cost will include estimates for installation, shipping, permitting and taxes if applicable.

### ***Deliverables***

- *Conceptual Sign Package (6 packages)*
- *Developed Sign Location Plan*
- *Developed Message Schedule*
- *Project Schedule*
- *Project Budget*

### **Phase 3: System Implementation**

*Meetings: 3 meetings/presentations*

Each sign type within the system will be presented and will incorporate available text and images so that the specific guidelines for the design direction can be established. The coordination of all necessary camera-ready and/or electronic artwork will be initiated at this time. *(Please note that the cost of camera-ready artwork, photography and/or illustrations – other than the orientation map for the pedestrian orientation kiosk for the Old Town Business District and any symbology unique to the sign program – is not included in this proposal and will be bid as required.)*

We will prepare a final design drawing package and specifications that includes message schedules with corresponding location plans, and design drawings indicating the design intent for each sign type, including color and material call outs.

## **PROJECT APPROACH/SCOPE OF WORK**

Final client review and approval of the budget estimates, project schedule, and the Design Intent Package will be required prior to bid negotiation.

Provide a list of pre-qualified bidders, based upon the capabilities required to execute the fabrication of the Design Package.

Assist the client in evaluating and negotiating the project fabrication bids.

*Please note, the services outlined below are only included in the initial phase of implementation with the sign fabricator and installation.*

Review all shop drawings submitted by the selected contractors. Review the project schedule with the contractor and sample submittal dates will be established. We will be available to answer all questions that arise from the contractors in relation to the details and drawings.

Schedule periodic site visits in order to review installation and fabrication. Following each site visit, Gallagher & Associates will provide a punch list indicating all items that require further attention by the contractor.

Review and coordinate a sign manual produced by the sign fabrication and installation contractor including as-built drawings, location plans and field notes, maintenance information and guidelines for specifying future signs.

### ***Deliverables***

- *Final Sign Program Construction Package (6 packages)*
- *Fabrication and Installation Specifications*
- *Final Sign Location*
- *Final Message Schedule*
- *Punch List Report*



## PROJECT SCHEDULE

Based upon our past experience, Gallagher & Associates would anticipate a 14-week schedule for the design work outlined in this proposal. This timeframe includes all client approval time, as well as programming, design and documentation time. During the kick off meeting, we will work with the City to establish a realistic schedule based upon approvals, stakeholder meetings and related factors unique to this project. This may enable the team to tighten the schedule.

The variables for the completion of the project will revolve around the approval process required to complete this portion of the project and the amount of community and stakeholder meetings to be coordinated prior to the design of the signage program. It is feasible to complete the work by the dates outlined below, however, it should be noted that this assumption is based on limited knowledge at this time.

### ***Phase 1: Data Collection and Situation Analysis***

***4 Weeks***

Programming Meeting and Charrette	Week 1
Site Tour	Week 1
Preliminary Presentation & Meeting	Week 2 -3
Final Presentation and Report	Week 4

### ***Phase 2: System Design Development***

***6 Weeks***

Preliminary Design Presentation	Week 1 -2
Site Documentation	Week 1 -2
Community Forum Presentation and Meeting	Week 3
City Council Presentation	Week 4
Final Design Presentation and Submittal	Week 5 - 6

### ***Phase 3: System Implementation***

***19 Weeks***

Final Sign Design Package	Week 1 -4
Bid Negotiation	Week 5 - 7
Fabrication, Initial Phase	Week 8 - 17
Installation, Initial Phase	Week 18 - 19